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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/518,783	12/20/2004	Naoki Yoshida	SONY JP 3.3-309	3164
530	7590	03/26/2008	EXAMINER	
LERNER, DAVID, LITTENBERG, KRUMHOLZ & MENTLIK 600 SOUTH AVENUE WEST WESTFIELD, NJ 07090				BOSS, BROCK N
ART UNIT		PAPER NUMBER		
2623				
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			03/26/2008	PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Office Action Summary	Application No.	Applicant(s)	
	10/518,783	YOSHIDA, NAOKI	
	Examiner	Art Unit	
	BROCK N. BOSS	2623	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1) Responsive to communication(s) filed on 02 April 2007.
 2a) This action is **FINAL**. 2b) This action is non-final.
 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4) Claim(s) 1-19 is/are pending in the application.
 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
 5) Claim(s) _____ is/are allowed.
 6) Claim(s) 1-19 is/are rejected.
 7) Claim(s) _____ is/are objected to.
 8) Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9) The specification is objected to by the Examiner.
 10) The drawing(s) filed on 02 April 2007 and 20 December 2004 is/are: a) accepted or b) objected to by the Examiner.
 Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
 Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
 a) All b) Some * c) None of:
 1. Certified copies of the priority documents have been received.
 2. Certified copies of the priority documents have been received in Application No. _____.
 3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)	4) <input type="checkbox"/> Interview Summary (PTO-413)
2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)	Paper No(s)/Mail Date. _____ .
3) <input checked="" type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08)	5) <input type="checkbox"/> Notice of Informal Patent Application
Paper No(s)/Mail Date <u>12/20/2004</u> .	6) <input type="checkbox"/> Other: _____ .

BB
3/17/2008

DETAILED ACTION

Response to Amendment

1. The preliminary amendment received 4/02/2007 has been received and considered.

Claim Rejections - 35 USC § 102

2. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

3. **Claims 1-19** are rejected under 35 U.S.C. 102(e) as being unpatentable by Holtz et al. (hereinafter Holtz) (US Patent Number 6,760,916).

Regarding **claim 1**, Holtz discloses a transmission apparatus comprising: first production means for producing a first content of a video signal and/or an audio signal (i.e. “media production”) (see column 6, lines 53-60) (see also column 7, lines 39-42); second production means for producing a second content (i.e. “enhanced media”) (see column 7, lines 42-47) corresponding to the first content (see column 43, lines 57-59), the second content including script (e.g. with XML) (see column 8, lines 60-67) for outputting a graphical user interface (see column 41, lines 36-54) (see Figure 11), and the script includes a description, for causing a reception apparatus to execute:

a process for producing use history information (see column 36, lines 54-67) (see also column 50, lines 23-26) including a predetermined content (see column 44, lines 6-9) in accordance with a use result (see column 36, lines 54-67) related to the use by a user of the first content in the reception apparatus (see column 46, lines 23-25) (see also column 46, lines 30-32) and a process for changing the graphical user interface based on the use history information (see Figures 11, 12, element 1108a) (see column 44, lines 6-8) so as to change a service to be provided with an operation to a user interface screen picture (see Figures 11 and/or 12), and sending means for providing, as a broadcast, a transmission output of the second content in combination together with the first content (see column 8, lines 23-41) (see also column 35, lines 16-24).

Regarding **claim 2**, see analysis of claim 1. In addition, Holtz discloses the transmission apparatus according, wherein the first content is compressed and coded, and transmitted (see column 25, lines 60-67; column 26, lines 1-10).

Regarding **claim 3**, see analysis of claim 1. In addition, Holtz discloses the transmission apparatus wherein the second content is transmitted as data broadcast (see column 14, lines 1-30).

Regarding **claim 4**, Holtz discloses a reception apparatus comprising:
Reception means (see column 7, lines 66-67; column 8, lines 1-12) for receiving first content including a video signal and/or an audio signal transmitted as a broadcast (see column 11, lines 45-56) and a second content (i.e. “enhanced media”) (see column 7, lines 42-47) corresponding to the first content, the second content including a script (e.g. with XML) including a description for causing the reception apparatus to execute:

A process for producing use history information (see column 36, lines 54-67) (see also column 50, lines 23-26) including a predetermined content (see column 44, lines 6-9) in accordance with a use result (e.g. selection of a hyperlink) related to the use by a user of the first content in the reception apparatus (see column 46, lines 23-25) (see also column 46, lines 30-32) and a process for changing the graphical user interface based on the use history information (see Figures 11, 12, element 1108a) (see column 44, lines 6-8) so as to change a service to be provided with an operation to a user interface screen picture (see column 8, lines 23-41) (see Figures 11 and/or 12); and user interface forming means for forming a graphical user interface to be output together with a picture (see Figure 11, element 1102) as the first content in accordance with the script, for producing and storing the use result (see column 14, lines 19-31), and for executing, in accordance with the script, a process for changing the graphical user interface based on the use history information so as to change the service to be provided with the operation to the user interface screen picture (see column 13, lines 21-31).

Regarding **claim 5**, see analysis of claim 4 and claim 2.

Regarding **claim 6**, see analysis of claim 4 and claim 3.

Regarding **claim 7**, see analysis of claim 4, the user is allowed to perform operations to the user interface picture (see column 39, lines 50-55) (see also column 50, lines 23-26).

Regarding **claim 8**, Holtz discloses the reception apparatus according to Claim 4, wherein a mark operation is performed on the selected one of the first content; and the graphical user interface changes in response to the mark operation (e.g. activating hyperlink) (see column 34, lines 40-61).

Regarding **claim 9**, see analysis of claim 4. In addition, Holtz discloses the graphical user interface changes in accordance with a viewing history of the first content (see column 39, lines 50-55) (see also column 50, lines 23-26).

Regarding **claim 10**, see analysis of claim 1 that includes all limitation of claim 10.

Regarding **claim 11**, Holtz discloses a reception apparatus comprising:
reception means (see column 7, lines 66-67; column 8, lines 1-12) for receiving first content including a video signal and/or an audio signal transmitted as a broadcast (see column 11, lines 45-56) and a second content (i.e. “enhanced media”) (see column 7, lines 42-47) corresponding to the first content, the second content including a script (e.g. with XML) including a description for causing the reception apparatus to execute:
interface forming means for forming a graphical user interface to be output together with a picture (see Figures 11 and 12, element 1102) as the first content in accordance with the script, for producing and storing the use result (see column 14, lines 19-31), and for executing, in accordance with the script, a process for changing the graphical user interface based on the use history information so as to change the service to be provided with the operation to the user interface screen picture (see column 13, lines 21-31) (see column 46, lines 23-25) (see also column 46, lines 30-32). (see also analysis of claim 4).

Regarding **claim 12**, see analysis of claim 1. In addition Holtz discloses a process for changing a picture (see Figure 11, element 1108) (e.g. video commercial, see column 44, lines 55-67) (see also graphic banner (see column 34, lines 40-61), content in the graphical user interface based on the use history information.

Regarding **claim 13**, see analysis of claims 1 and 4.

Regarding **claim 14**, see analysis of claim 4.

Regarding **claim 15**, see analysis of claim 4.

Regarding **claims 16-19**, see analysis of claims 1 and 4.

Conclusion

4. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

Bates et al. (US Patent Number 6,037.935) discloses changing hyperlinks of viewed URLs to be displayed as alternate colors to indicate they have been viewed.

Horvitz et al. (US Patent Publication 2005/0193414 A1) discloses check marking on a user interface programs that have been viewed and presenting a selection of programs based on those programs. In addition, Horvitz discloses allowing the user to check mark the boxes with a control interface.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to BROCK N. BOSS whose telephone number is (571)270-1660. The examiner can normally be reached on Monday-Thursday 9:30-7:30 Eastern Standard Time.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Vivek Srivastava can be reached on (571) 272-7304. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Son P Huynh/
Primary Examiner, Art Unit 2623

/BB/
3/17/2008